



2014

Exhibitor Service Kit

13th Annual Tennessee Educational LEADership Conference
October 27-29, 2014 | Music City Center | Nashville, Tennessee

The Tennessee Educational LEADership Conference

Thank you for registering to exhibit at the 13th Annual Tennessee Educational LEADership Conference!

Your exhibit Booth Package Includes:

- 8' back drapes and 3' high side-rail drapes in blue and white
- 7" x 44" booth ID sign
- 8' skirted table (one per 100 sq ft booth)
- Chairs (two per 100 sq ft booth)
- Wastebasket (one per 100 sq ft booth)
- Dedicated exhibit hall time on both show days
- Security during move-in/out and during show hours
- Exhibitor listing in the conference program (name, booth locations, contact information, and booth description).
- Four complimentary show badges (six badges for 10'x20' booths, eight badges for 20'x20' booths)
- Four lunch tickets for booth staff per show day (six tickets for 10'x20' booths, eight tickets for 20'x20' booths)

Our Preferred (10'x20') exhibitors will also receive:

Recognition in the digital presentation running continuously in the registration area before and after the general session.

Our Premium (20'x20') exhibitors will also receive:

Recognition in the digital presentation running continuously in the registration area, charging station, and before/after the general session.

Exhibit Hall Schedule

Sunday, October 26

1:00 p.m. to 5:00 p.m. Exhibit Hall Load-In

Monday, October 27

10:15 a.m. to 5:00 p.m. Tradeshow Open
11:45 a.m. - 1 p.m. Dedicated Exhibit Hall Time for all Attendees (Lunch)
2:15 p.m. – 2:45 p.m. Dedicated Exhibit Hall Time for all Attendees (Break)

Tuesday, October 28

7:30 a.m. to 3:30 p.m. Tradeshow Open
11:45 a.m. - 1 p.m. Dedicated Exhibit Hall Time for all Attendees (Lunch)
2:15 p.m. – 2:45 p.m. Dedicated Exhibit Hall Time for all Attendees (Break)
3:30 p.m. – 7:00 p.m. Exhibit Hall Load-Out

LEAD Exhibit Coordinator
(615) 585-8123 | LEAD.Conference@tn.gov

Booth Design Regulations

All Exhibitors are asked to be considerate of their neighbors and avoid obstructing the line of sight into surrounding booths. All Exhibitors are required to comply with the following Booth Design Regulations issued by the International Association of Exhibitions and Events (IAEE). [See the complete guidelines here.](#)

ADA Requirements

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act within its booth and assigned exhibit space.

Booth Design & Use of Exhibit Space

Each exhibit space (except 20'x20' islands) will have an 8' high drape background, and 36" high drape dividers defining the sides of the space. Aisle carpet will be provided in the exhibit hall common areas only. Exhibitors may provide carpeting or flooring in their booth space. A booth identification sign measuring 7" x 44" and showing only Company Name will also be supplied in all linear booths. Nothing shall be posted, tacked, nailed, or otherwise attached to the walls, floors or other parts of the exhibit facility or furniture contained in the facility.

Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the decorator, with the approval of Exhibit Management, will install draping and charge the exhibitor.

Standard Booth (smaller than 20'x20')

All display material is restricted to a maximum height of 4' except for the back wall of the display, which is limited to 8' in height. The booth height may be maintained up to 50% of the distance from the back wall toward the front of the space. No obstructions in the front half of the booth above the height of 48" will be permitted. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval. No exhibit may span an aisle by roofing or floor covering. All signs and banners are limited to 8' in height.

Island Booths (20'x20' and larger)

The full cubic content of the space may be used; however, all display material is restricted to 16' in height. Sufficient see-through areas must be provided so as not to block the view of the adjacent exhibits. Hanging banners and signs must be submitted to show management for approval.

Demonstration Areas

Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, the presentation must be limited or eliminated. Exhibitors are responsible for the safety (structural, fire, etc.) of their booths. NOTE: CyberCafes (Internet access stations) are not permitted within a company's booth space.

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Exhibit Services

Skirted tables and chairs are the only furniture provided within the booths.

Aisle carpet will be provided in the exhibit hall common areas only.

For more information on additional services and furnishings for exhibit spaces, please click on the links below.

[General Exhibit Services](#)

- Booth Furnishings and Décor (Carpeting and Flooring, Lounge and Office Furniture, Display)
- Shipping and Material Handling
- Exhibit Packages
- Signage and Graphics
- Installation, Dismantle, Show Labor

[Audio Visual](#)

[Electrical Services](#)

[Technology \(Telephone, Computer, Internet, Fax\)](#)

Exhibiting Guidelines

General Conduct of Exhibitors

The following practices are prohibited on the tradeshow floor

- noisy electrical or mechanical apparatus interfering with other exhibitors
- canvassing or distributing any material outside the Exhibitor's own space
- subleasing of exhibit space (one company per booth)
- the use of billboard advertisements and/or display of signs outside the exhibit area
- soliciting participation in surveys or otherwise harassing registrants
- publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting and exhibit hours
- contests or games of chance conducted on-site that violate local gambling laws
- entry into another Exhibitor's booth without permission
- photographing or examining another Exhibitor's equipment without permission
- exhibiting or selling products/services to prospects before the opening of the show
- the smoking of cigarettes and cigars in the exhibit hall
- the distribution of food and beverage, and candy not purchased through the MCC
- the playing of copyrighted music without the proper licensing
- Solicitation beyond an exhibitor's booth, or by anyone other than approved exhibitors, is strictly prohibited.

Booth Staffing

Exhibitors are requested to staff their exhibits during show hours with personnel attired in a manner consistent with the decorum and the meeting, as well as knowledgeable in the products and policies of the company.

Unoccupied Space: Should any rented space remain unoccupied two hours prior to the published show times, Show Management reserves the right to sell paid or unpaid space to another Exhibitor or use space for such purpose as it may see fit without liability on its part.

Early Tear-Down or Dismantling: Early tear-down or dismantling of booths by Exhibitors is strictly prohibited. Early Tear-Down or dismantling disrupts the integrity of the show, and endangers attendees still in the Exhibit Hall. Any Exhibitors dismantling their booths prior to the scheduled time **will be penalized a \$250 fine**. This fine must be paid before the Exhibitor may apply to exhibit at future shows.

Booth Sales

Exhibitors are permitted to sell items (excluding food and/or beverages) within their booth during show hours. Neither LEAD nor MCC are responsible for any losses, liabilities, taxes, licenses, copyrights, or other part of this activity.

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Sound

Exposition management reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited.

Lighting

Exhibitors should adhere to the following minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by Show Management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the show.